  
This is an advertisement for Lucky Strike cigarettes which implores clever marketing tactics. The focus of this ad is to make the reader get the idea that bye smoking this brand of cigarettes that they can refrain from eating as much. This plays on one of Americas main desires which is to be skinny which was especially important during the 1920’s because people were beginning to date who they wanted to instead of who their parents wanted them too. This advertisement also uses the tactic of using the sports celebrity Johnny Farrell to sell their product. When an average person sees that an iconic athlete uses a product like Lucky Strike they want to be great like them.